

Colton Perry

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Experienced Interactive Marketing, Ecommerce & Social Media Executive

Well qualified interactive marketing, ecommerce and social media executive with over 12 years of experience in entrepreneurial environments with an extensive agency, brand, and product development background. Relevant experience includes interactive marketing, ecommerce and social media programs across multiple verticals for ConAgra Foods, Phillips Foods, Campbell's, Deb Shops, Kennedy Center, Armstrong, Charming Shoppes, Chase, DeWalt, Toll Brothers, Rita's Water Ice, Universal Studios, Merck, AstraZeneca, the CDC, NIH, the Surgeon General, and others. Other areas of strength include:

- ♦ Excellent problem solving skills
- ♦ Entrepreneurial spirit
- ♦ Proven innovator and leader
- ♦ Ability to service multiple projects
- ♦ Recognized social media expert and speaker
- ♦ Excellent client relationship skills

Qualification Highlights

- ♦ Participated in numerous winning strategies and business development pitches.
- ♦ Conceptualized, designed, and led the development of numerous proprietary tools.
- ♦ Created and led new integrated social media and interactive teams.
- ♦ Nationally recognized interactive, SEO, and social media expert with many speaking engagements.

Work History

VICE-PRESIDENT, MARKETING

PetFoodDirect.com—Harleysville PA, 2009-Present

SENIOR VICE-PRESIDENT, TECHNOLOGY

NetPlus Marketing—Conshohocken PA, 2005-2009

VICE-PRESIDENT, INTERACTIVE TECHNOLOGY

Ogilvy Public Relations Worldwide—Washington DC, 2003-2005

WEB ARCHITECT

John F. Kennedy Center for the Performing Arts—Washington DC, 2001-2003

SENIOR WEB DEVELOPER

American Society of Health-system Pharmacists—Bethesda MD, 1998-2001

SENIOR WEB DEVELOPER

Digex—Beltsville MD, 1997-1998

WEB DEVELOPER

Trader Publishing Company (AutoTrader.com)—Norfolk VA, 1995-1997

Education

BAIS 1996—Old Dominion University, Norfolk VA

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Career Highlights

VICE-PRESIDENT, MARKETING

PetFoodDirect.com—Harleysville PA, 2009—Present

Joined PetFoodDirect.com, a multi-brand online specialty retailer, to lead ecommerce efforts and build the marketing organization from one based on acquisition to a team focused on acquisition as well as one working to influence conversion rates, retention and repeat purchase, opt in to longevity and continuity programs, social media, and cause marketing. Built relationships with relevant organizations such as Best Friends and the ASPCA, organized and led a pet food donation and food bank program benefiting local SPCA chapters, and led the development of two new ecommerce platforms in less than two months. Improved web site conversion rates by over 40% in less than three months.

SENIOR VICE-PRESIDENT, TECHNOLOGY

NetPlus Marketing—Conshohocken PA, 2005-2009

Joined this small boutique media agency in 2005 and led growth into a fully integrated interactive advertising, marketing, and communications agency including technology, creative, user-experience, search engine optimization (SEO), web analytics, mobile marketing and application development, and social media and application development services. Introduced new methodologies, processes, technologies, and metrics into the agency such as social audience and influencer mapping, Agile Unified Process (AUP), social media measurement, user-experience and application prototyping, resource management, and project management.

I led the professional services, software development, email marketing, analytics, social media, search engine optimization, user-experience, and mobile marketing teams. Served as lead interactive strategist with responsibility over identifying new opportunities for programs and campaigns with existing clients and working with account teams to conceptualize and present them. Managed all vendor relationships (DoubleClick, Google, Microsoft Advertising, Quigo, etc) and negotiations.

VICE-PRESIDENT, INTERACTIVE TECHNOLOGY

Ogilvy Public Relations Worldwide—Washington DC, 2003-2005

Served for nearly three years as an interactive strategist and head of interactive technology for Ogilvy PR Worldwide in the creative studio. Developed numerous web sites, applications, and programs for clients such as the CDC, DHL, NIH, Merck, AstraZeneca, DuPont, and others. Identified new revenue streams with clients and other opportunities. Worked as a part of the original team to develop Ogilvy PR's Digital Influence service.

WEB ARCHITECT

John F. Kennedy Center for the Performing Arts—Washington DC, 2001-2003

Architected and led the development of a new dynamic web site with multimedia content, video, audio and performance calendars with real-time ticket availability. Created a new online ticketing system.

WEB DEVELOPER

Trader Publishing Company (AutoTrader.com)—Norfolk VA, 1995-1997

Member of the original development team on numerous Trader Publishing Company web sites personally responsible for the development of the online BoatTrader.com products.

Industry Leadership and Speaking Appearances

7 Questions for Social Media Success

iMedia Brand Summit—Colorado Springs CO, 2009

Improving Social Media Marketing Effectiveness

Online Market World—San Francisco CA, 2008

SEO & Development: Get It Together

Search Engine Strategies—Chicago IL, 2007

iMedia Breakthrough Summit Participant

iMedia—Las Vegas NV, 2007

Media of the People, for the People, and by the People

Consumer-Generated Media and the Shift from B2C Brand Marketing to Brand Participation

Public Relations Society of America—Richmond VA, 2006

Industry Articles, Quotes, and Mentions

A Pet Owner's Best Friend

eMarketer—April 16, 2010

<http://www.emarketer.com/Article.aspx?R=1007638>

Powerboost Your SEO with Social Media to Drive Links, Revenue

DM News Essential Guide to Search Marketing—April 2009

<http://issuu.com/dmnews/docs/dmnews-search-guide-2009/26>

Twitter Eyes Search as Means to Monetize

Quoted in Advertising Age—March 2, 2009

http://adage.com/digital/article?article_id=134954

The Business of Twitter—Making an Impact on Brand Revenues

Ad News—January/February 2009

http://www.phillyadclub.com/bi_column.php?id=177

Improving Marketing Efficiency with Technology

DM News—October 27, 2008

<http://www.dmnews.com/Improving-marketing-efficiency-with-technology/article/120014/>

Make Magazine, NetPlus Debut Twitter Interfaces

MediaPost News—October 21, 2008

http://www.mediapost.com/publications/?fa=Articles.showArticle&art_aid=93069

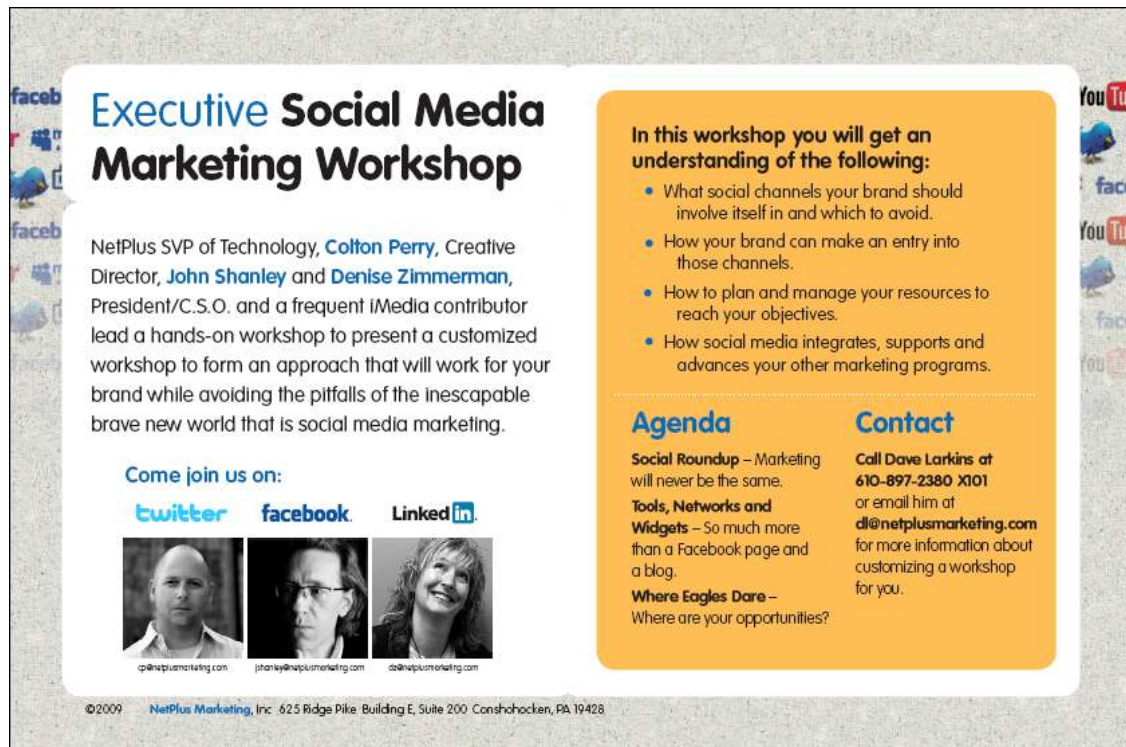
How to Turn UGM into Business Results

iMedia Connection—December 11, 2006

<http://www.imediaconnection.com//content//12755.asp>

Social Media Leadership and Expertise

Having been an industry leader and longtime practitioner of social media, I created and lead workshops for directors and executives on how to understand, leverage, and plan social media programs. To date, dozens of brands have participated.






Executive Social Media Marketing Workshop

NetPlus SVP of Technology, **Colton Perry**, Creative Director, **John Shanley** and **Denise Zimmerman**, President/C.S.O. and a frequent iMedia contributor lead a hands-on workshop to present a customized workshop to form an approach that will work for your brand while avoiding the pitfalls of the inescapable brave new world that is social media marketing.

Come join us on:

[twitter](#) [facebook](#) [LinkedIn](#)



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In this workshop you will get an understanding of the following:

- What social channels your brand should involve itself in and which to avoid.
- How your brand can make an entry into those channels.
- How to plan and manage your resources to reach your objectives.
- How social media integrates, supports and advances your other marketing programs.

Agenda

Social Roundup – Marketing will never be the same.

Tools, Networks and Widgets – So much more than a Facebook page and a blog.

Where Eagles Dare – Where are your opportunities?

Contact

Call **Dave Larkins** at **610-897-2380 X101** or email him at dli@netplusmarketing.com for more information about customizing a workshop for you.

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About NetPlus

A full service digital solutions provider based in Philadelphia, NetPlus has been driving client business results with measurable ideas since 1996. Leading brands such as ConAgra Foods, Kennedy Center, Deb Shops, Phillips Seafood, CertainTeed, Independence Blue Cross, Armstrong Flooring, Aon (and others) as well as leading industry organizations such as iMedia, AdAge, ClickZ, Search Engine Strategies and Shop.org turn to NetPlus for their proven expertise across digital channels.


Services

Strategy and implementation across: web design & development, online media, SEM, SEO, email, creative, social media, and analytics

Contact us

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Awards

- 2009 Internet Retailer Hot 100 Retail/eCommerce Sites (undergear.com)
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- 2008 Philadelphia AMA Marketer of the Year
- 2007 WMA Standard of Excellence Award (undergear.com)
- 2007 Philadelphia AMA Marketer of the Year
- 2006 MarCom Creative Award for Rita's TBD
- 2005 Thoth Award for National Human Genome Research Institute/U.S. Surgeon General – My Family Health Portrait
- 2005 WMA Standard of Excellence Award (ogilvypr.com)
- 2005 WMA Standard of Excellence Award (Search for the Greatest Grilled Cheese Contest - DuPont Teflon)
- 2005 Thoth Award for DuPont's Greatest Grilled Cheese Sandwich in America Contest Web Site
- 2004 WMA Standard of Excellence Award (World Trade Center Health Registry)
- 2004 WMA Best Intranet for DHL
- 2004 Sabre Award—International Agency of the Year
- 2004 Thoth Award for Creative Tactics—Content Integration: Bringing CDC Content to the User
- 2003 Thoth Award for Best Use of Internet—CDC: At Work, Online, for Workers with HIV-AIDS